

2020 North Potomac Yard Design Guidelines Updates



Potomac Yard Design Advisory Committee
February 5, 2020

Department of Planning & Zoning

2020 Updates

- Creation of North Potomac Yard Design Excellence Prerequisites & Criteria
 - An addendum to the existing NPY Design Standards & Guidelines
- Updates to street cross-sections for Phase 1 implementation
- Clarification notes for Phase II implementation



NPY Design Excellence Prerequisites & Criteria

Intent & Approach:

- Ensure the highest design standards are achieved in large-scale, multi building development proposals within North Potomac Yard
- To allow for greater flexibility in innovation and design concepts to implement the vision of the innovation district
- Develop and adopt prerequisites and criteria prior to development submissions to ensure adherence to these design standards and criteria



NPY Design Excellence Prerequisites

All DSUP applications must first meet the following pre-requisites to be eligible to apply the *NPY Design Excellence Criteria*.

P-1 The Innovation District is Conceived as an Integrated Whole

P-2 Environmental Sustainability is Integrated with the Design of Infrastructure, Open Spaces, and Buildings

P-3 Quality and Durable Materials are Specified

P-4 Off-Street Parking is Located Below-Grade



NPY Design Excellence Prerequisites

P-1 The Innovation District is Conceived as an Integrated Whole

A minimum of five blocks is planned with a mix of land uses and developed and designed with District-wide consideration of individual buildings and spaces. The blocks show variety and interest in massing and articulation across the District. Buildings in a prominent location or with a prominent use have an architecture which reflects their contextual importance, including key buildings in the Virginia Tech Campus, Block 10 (at the end of Reed Avenue) and Block 18 (at the Metro Station entrance).



NPY Design Excellence Prerequisites

P-1 The Innovation District is Conceived as an Integrated Whole



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P-1 The Innovation District is Conceived as an Integrated Whole



NPY Design Excellence Prerequisites

P-2 Environmental Sustainability is Integrated with the Design of Infrastructure, Open Spaces, and Buildings

The applicant will demonstrate an integrated building approach to design, open space and infrastructure to meet or exceed the sustainability goals.

The District's Environmental Sustainability Master Plan demonstrates compliance with the goals and recommendations of the North Potomac Yard Small Area Plan and identifies short-term, mid-term, and long-term strategies to achieve the goal of district-wide sustainability measures.

Buildings and site design also comply with the applicable Green Building Policy and Landscape Guidelines.



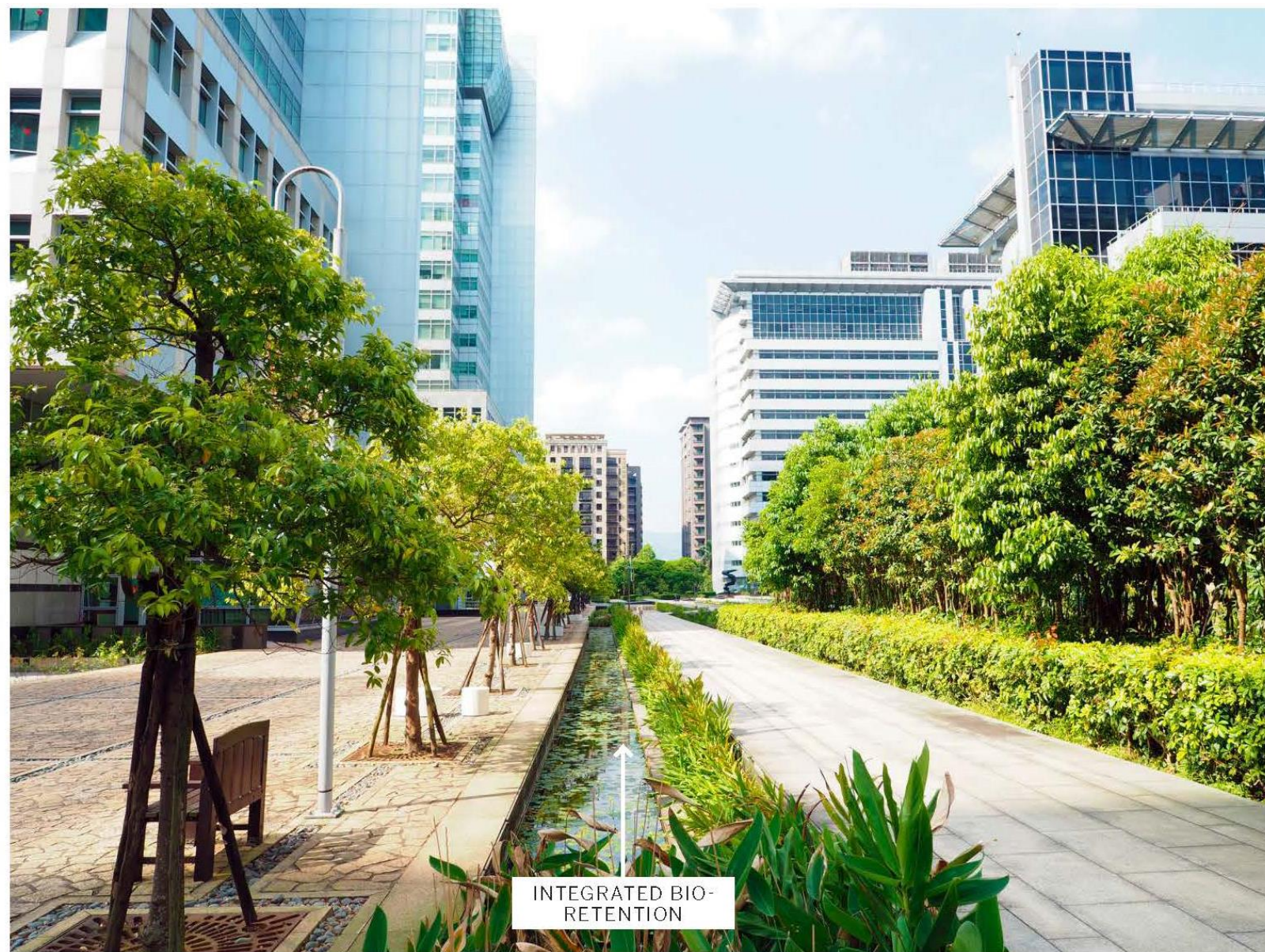
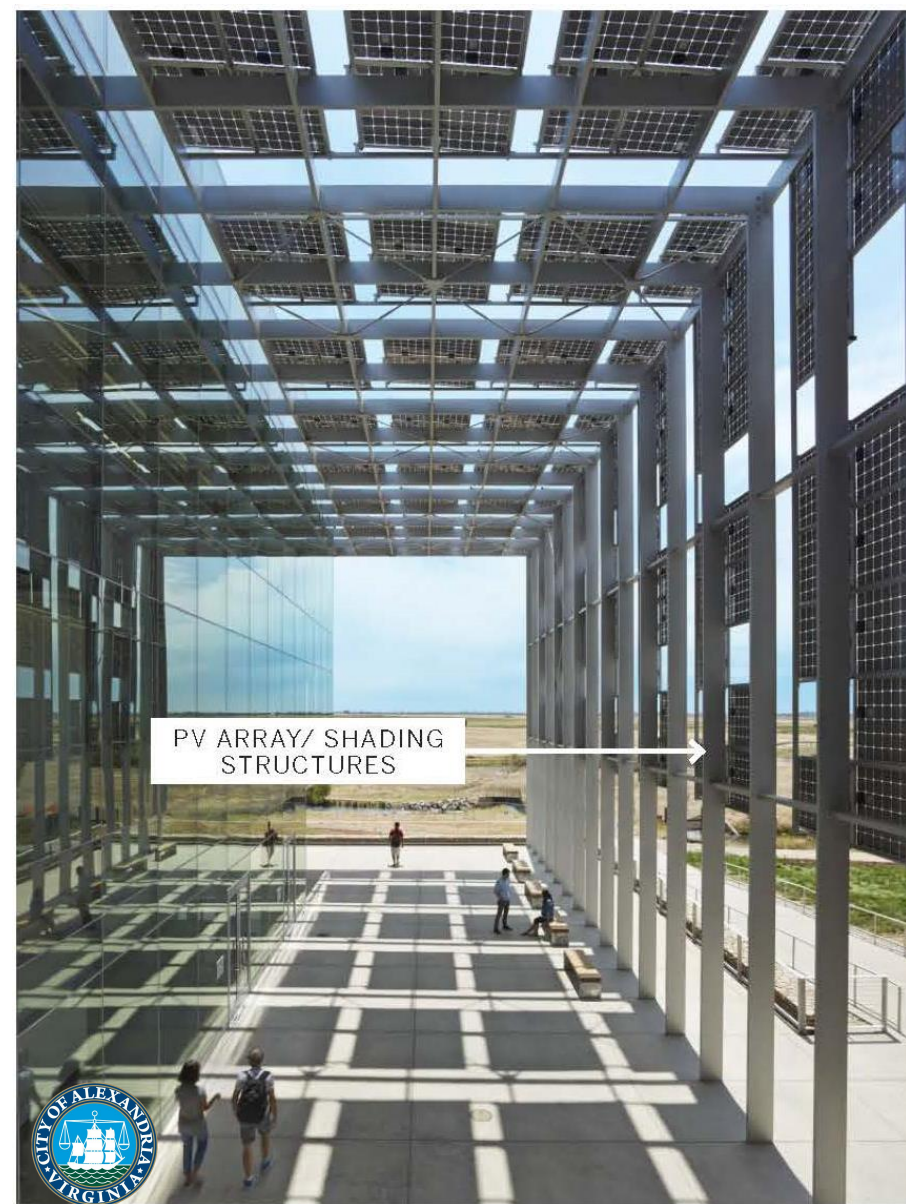
NPY Design Excellence Prerequisites

P-2

Environmental Sustainability is Integrated with the Design of Infrastructure, Open Spaces, and Buildings



P-2 Environmental Sustainability is Integrated with the Design of Infrastructure, Open Spaces, and Buildings



P-2 Environmental Sustainability is Integrated with the Design of Infrastructure, Open Spaces, and Buildings



STORMWATER RUNOFF RETENTION
& FILTERING AS PART OF
THE LANDSCAPE DESIGN



NPY Design Excellence Prerequisites

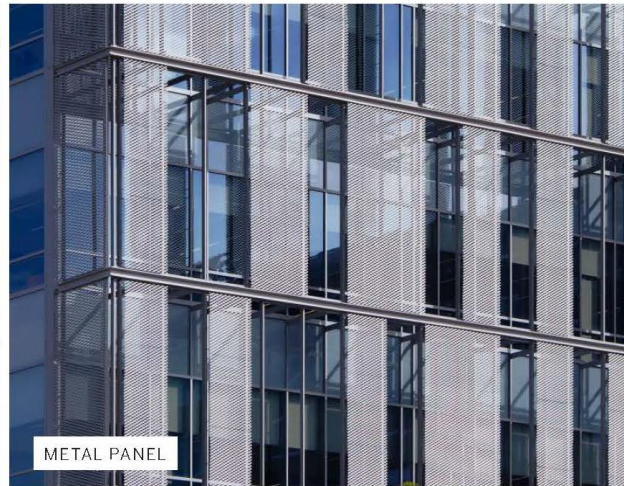
P-3 Quality and Durable Materials are Specified

Building materials will be limited to natural stone, metal, porcelain tile, terra cotta, brick, wood, concrete, glass, photo-voltaic panels, glass or materials of equal quality, performance and longevity.



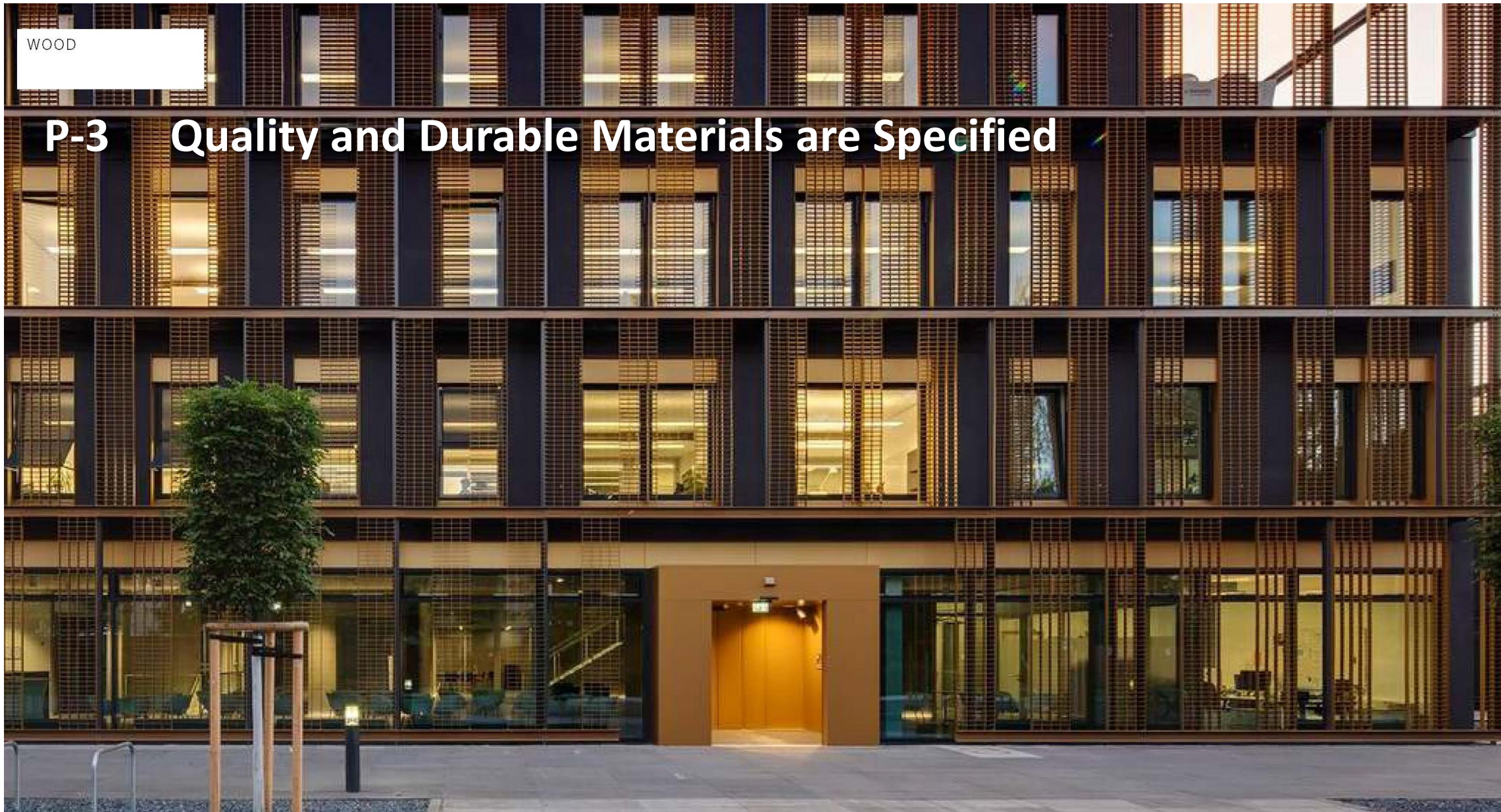
NPY Design Excellence Prerequisites

P-3 Quality and Durable Materials are Specified



WOOD

P-3 Quality and Durable Materials are Specified



P-3 Quality and Durable Materials are Specified



METAL PANELS
& STEEL

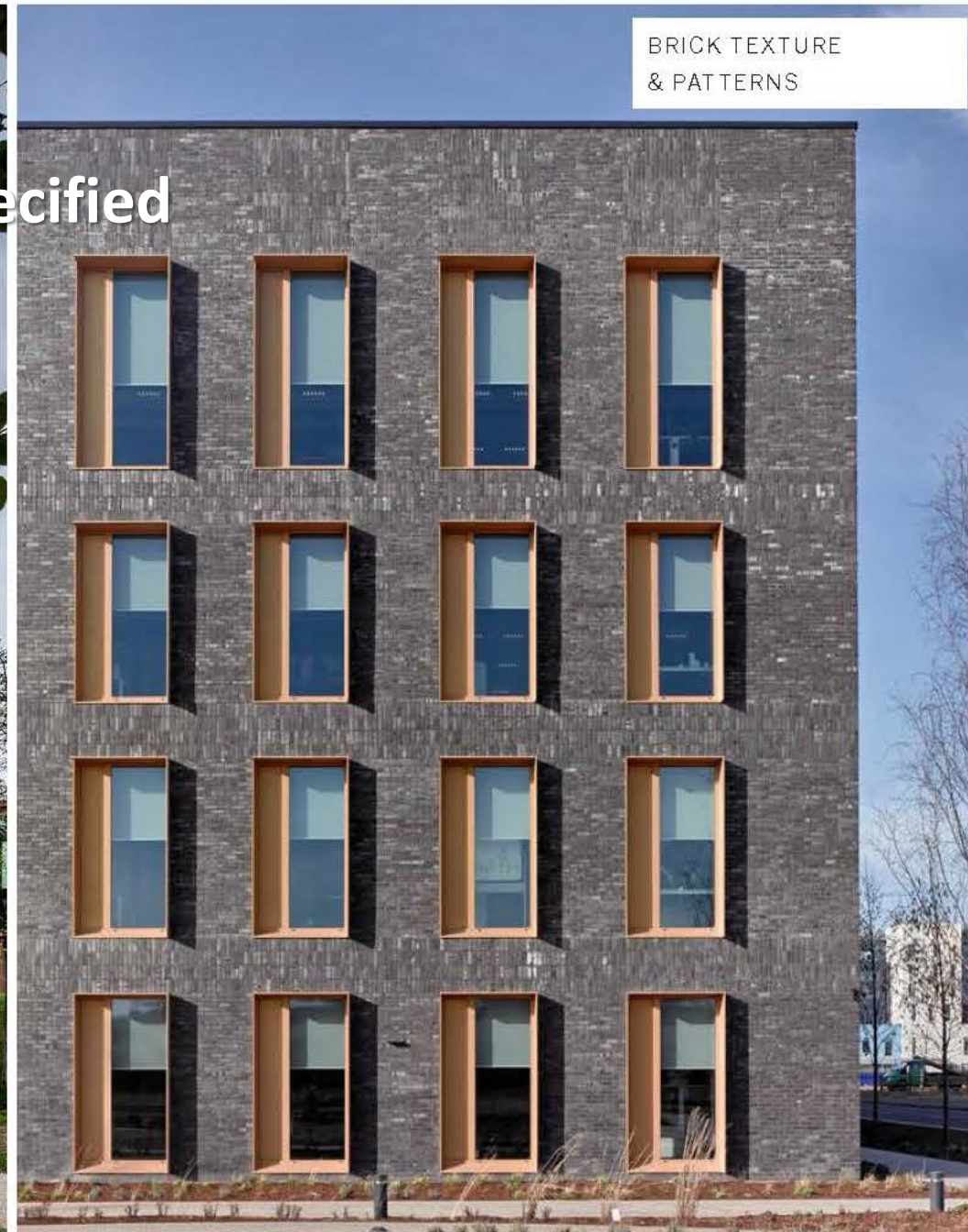


METAL PANELS,
STONE & GLASS

P-3 Quality and Durable Materials are Specified



BRICK TEXTURE
& PATTERNS



P-3 Quality and Durable Materials are Specified



NPY Design Excellence Prerequisites

P-4 Off-Street Parking is Located Below-Grade

All parking is provided entirely below grade. Adequate soil depth is provided to support large canopy trees, surface paving materials, and innovative water management strategies. These features will be integrated into the site design and will be provided at-grade.



NPY Design Excellence Prerequisites

P-4 Off-Street Parking is Located Below- Grade



NPY Design Excellence Criteria

If a project satisfies the *Design Excellence Prerequisites*, PYDAC will review DSP/DSUP applications for consistency with the following *Design Excellence Criteria*:

C-1 A Variety of Open Spaces

C-2 An Active Public Realm (Streets, Sidewalks, Steetscapes)

C-3 Inclusive Design of Building & Open Space

C-4 Thoughtful Integration of Utilitarian Uses

C-5 Unique and Identifiable Building Signage

C-6 Architectural Excellence



NPY Design Excellence Criteria

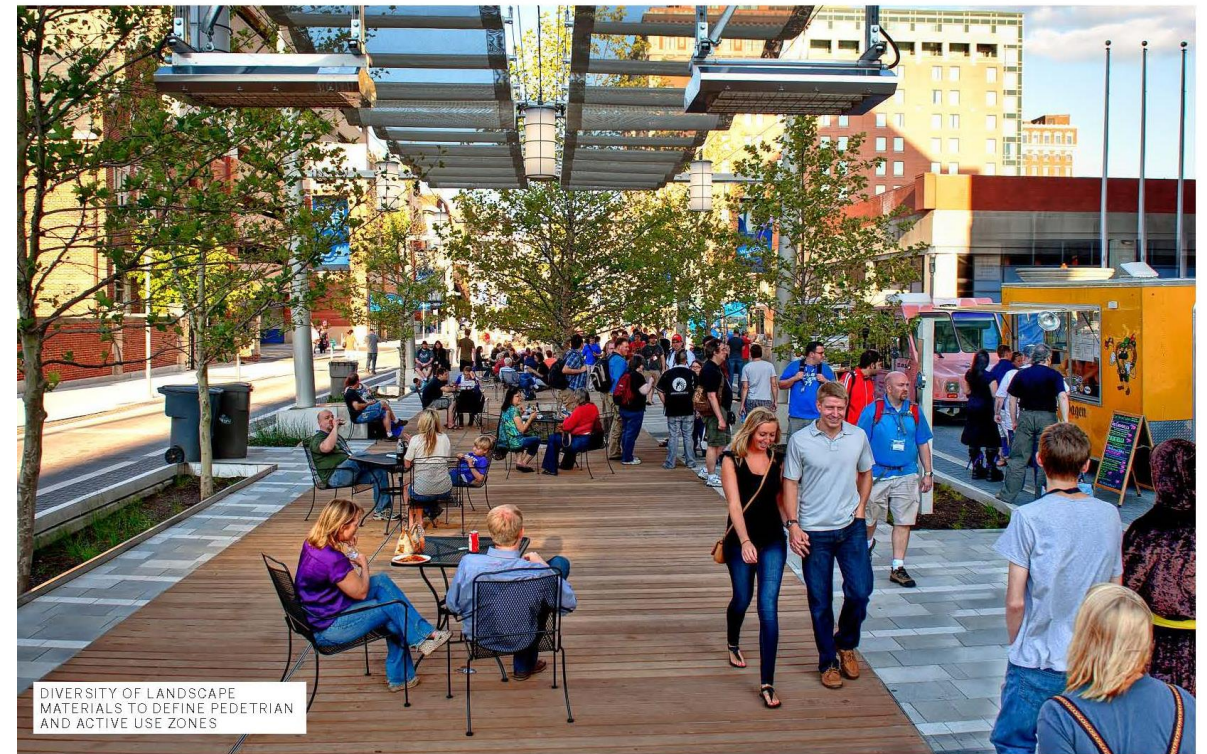
C-1 A Variety of Open Spaces

A variety of open spaces, which contribute to the regional network, are provided. The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.



NPY Design Excellence Criteria

C-1 A Variety of Open Spaces



C-1 A Variety of Open Spaces



FLEXIBLE & PROGRAMABLE
SPACES FOR EVENTS AND
IMPROMPTU ACTIVITIES



C-1 A Variety of Open Spaces



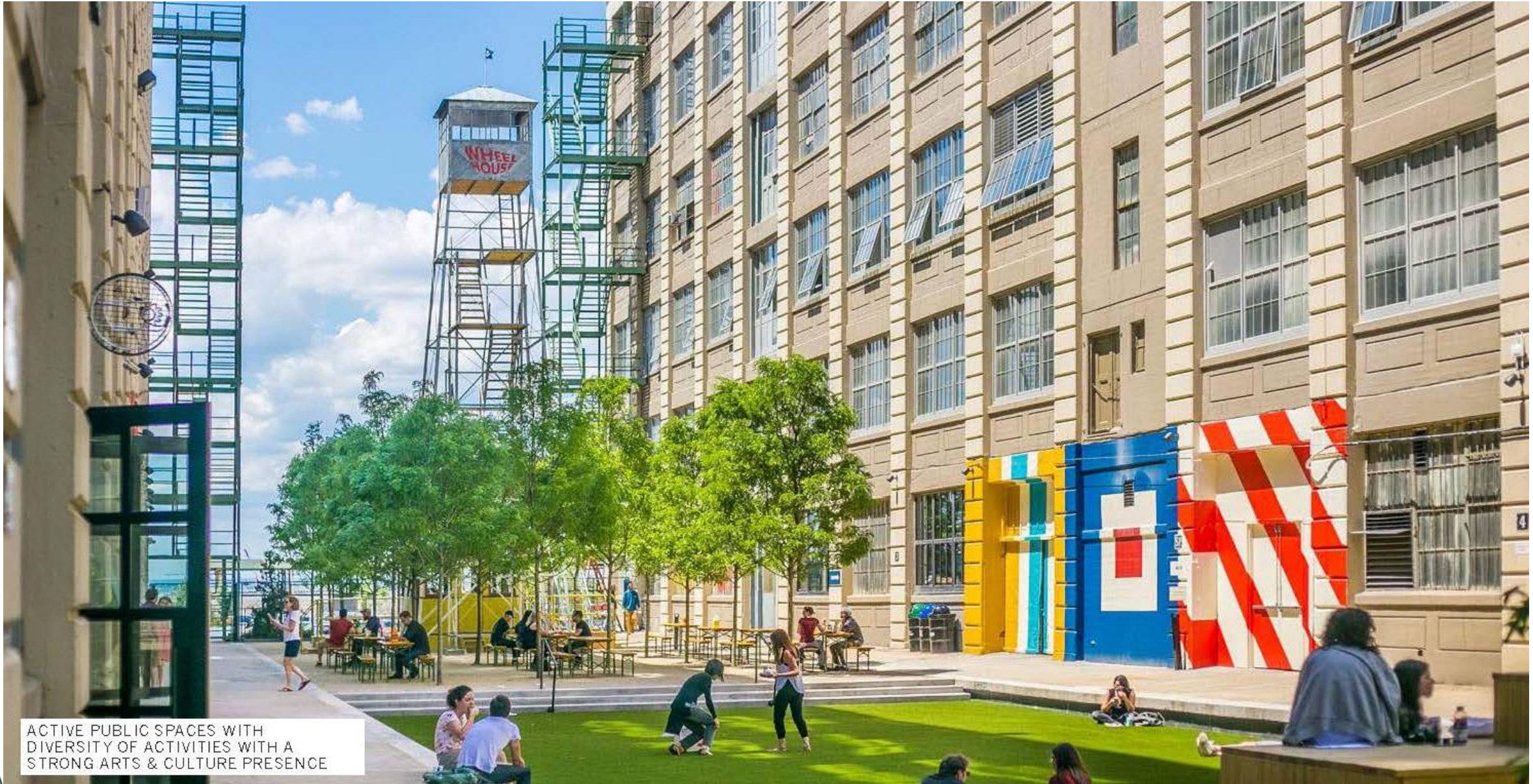
FUSION OF INDOOR-OUTDOOR SPACES
SEAMLESSLY WORKING TOGETHER



DESIGNED INTERSTITIAL
SPACES CREATING DIFFERENT
ACTIVITY POCKETS



C-1 A Variety of Open Spaces



ACTIVE PUBLIC SPACES WITH
DIVERSITY OF ACTIVITIES WITH A
STRONG ARTS & CULTURE PRESENCE



Department of Planning & Zoning

NPY Design Excellence Criteria

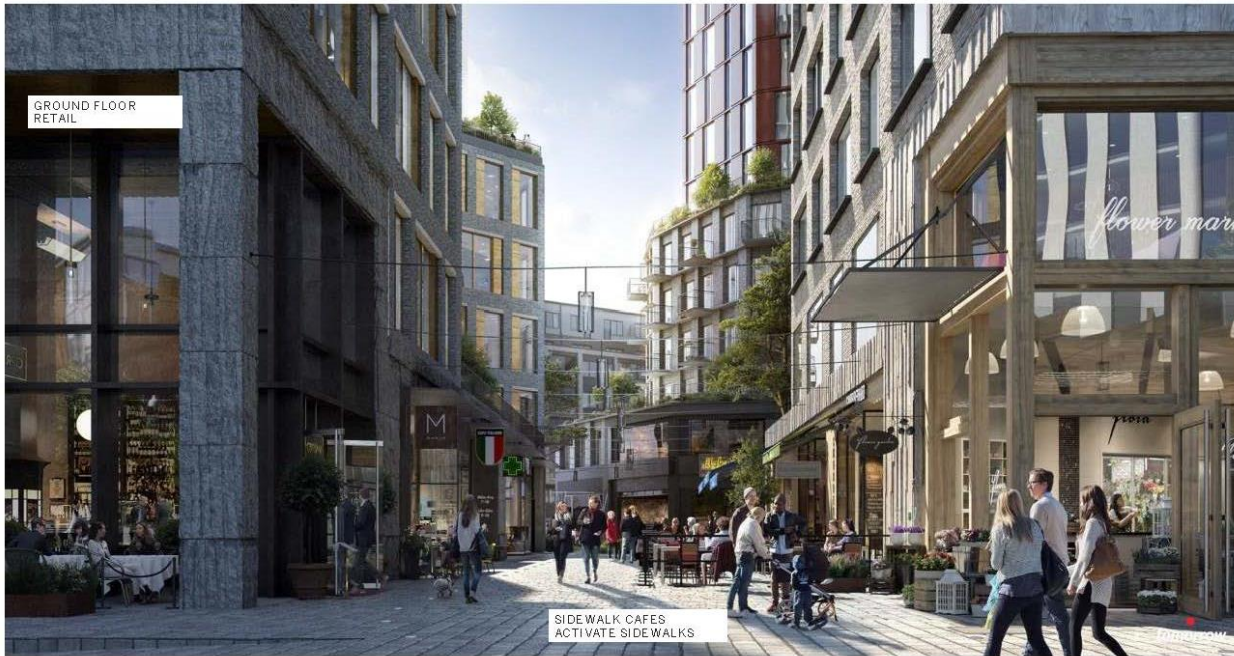
C-2 An Active Public Realm (Streets, Sidewalks, Steetscapes)

The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture. Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit. Site design incorporates high quality paving materials, site furnishings, and lighting. Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.



NPY Design Excellence Criteria

C-2 An Active Public Realm (Streets, Sidewalks, Steetscapes)



NPY Design Excellence Criteria

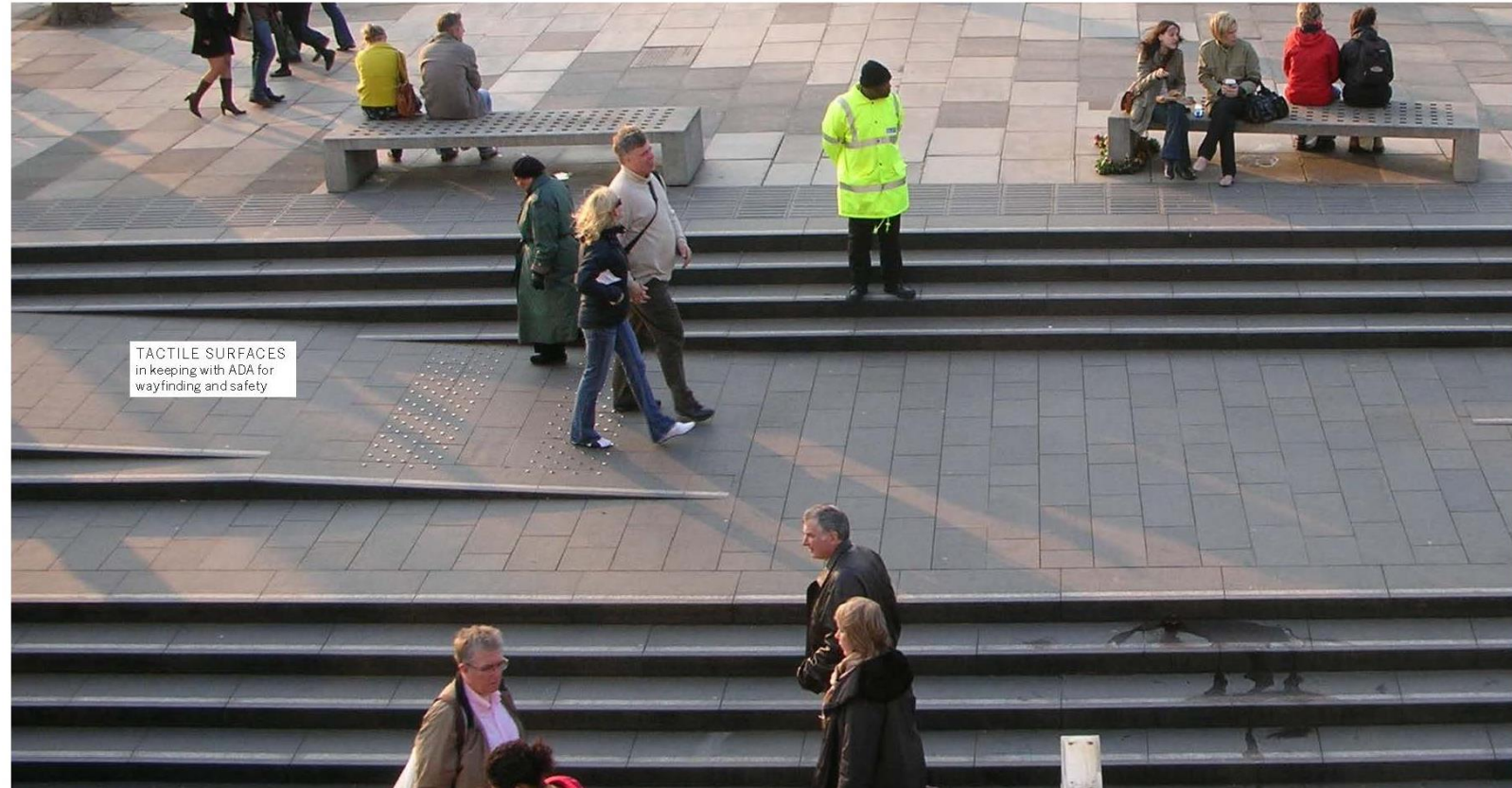
C-3 Inclusive Design of Building & Open Space

Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act. Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.



NPY Design Excellence Criteria

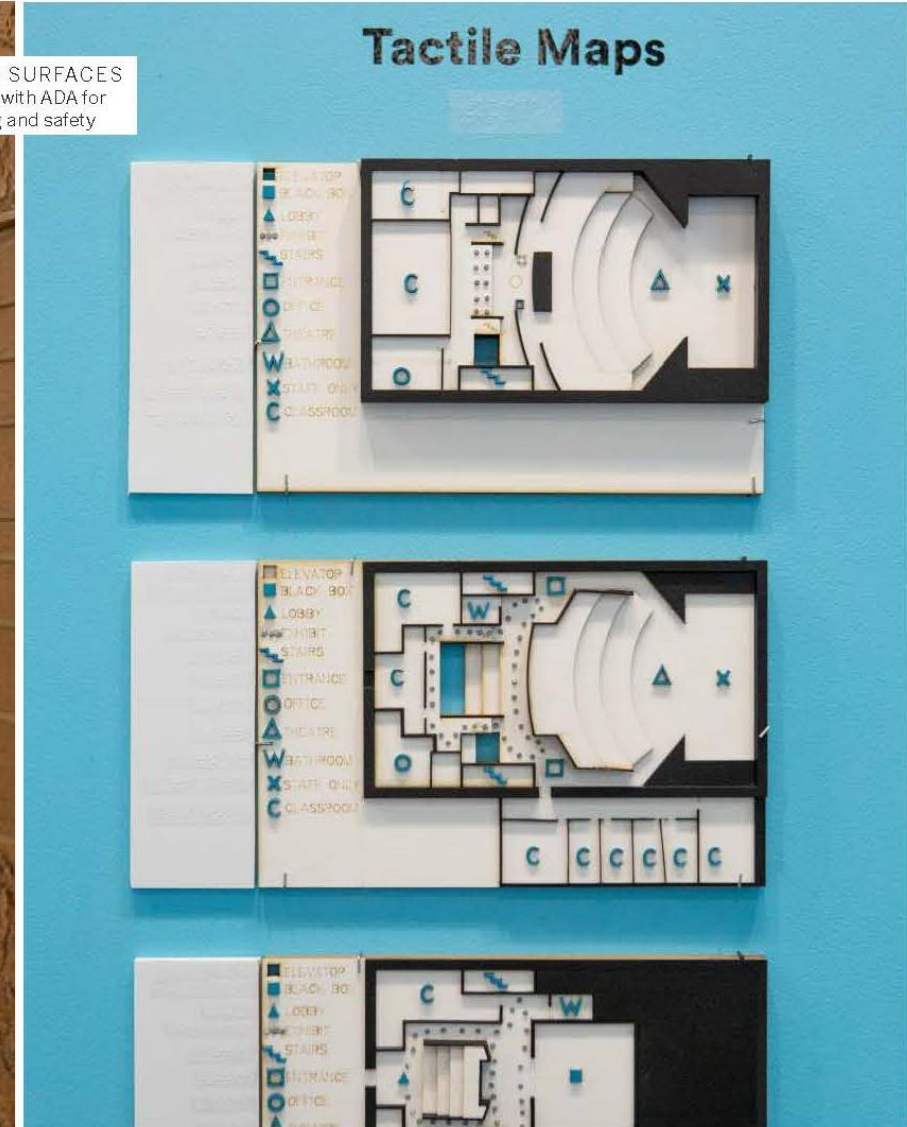
C-3 Inclusive Design of Building & Open Space



C-3 Inclusive Design of Building & Open Space



TACTILE SURFACES
in keeping with ADA for
wayfinding and safety



C-3 Inclusive Design of Building & Open Space

DIFFERENT
TYPES OF
SEATING +
PUBLIC ART
invites different
types of rest and
engagement with
the environment

PERSONAL
TRANSIT IS
EVOLVING
and traditional bike lanes
can facilitate multimodal
transportation options



NPY Design Excellence Criteria

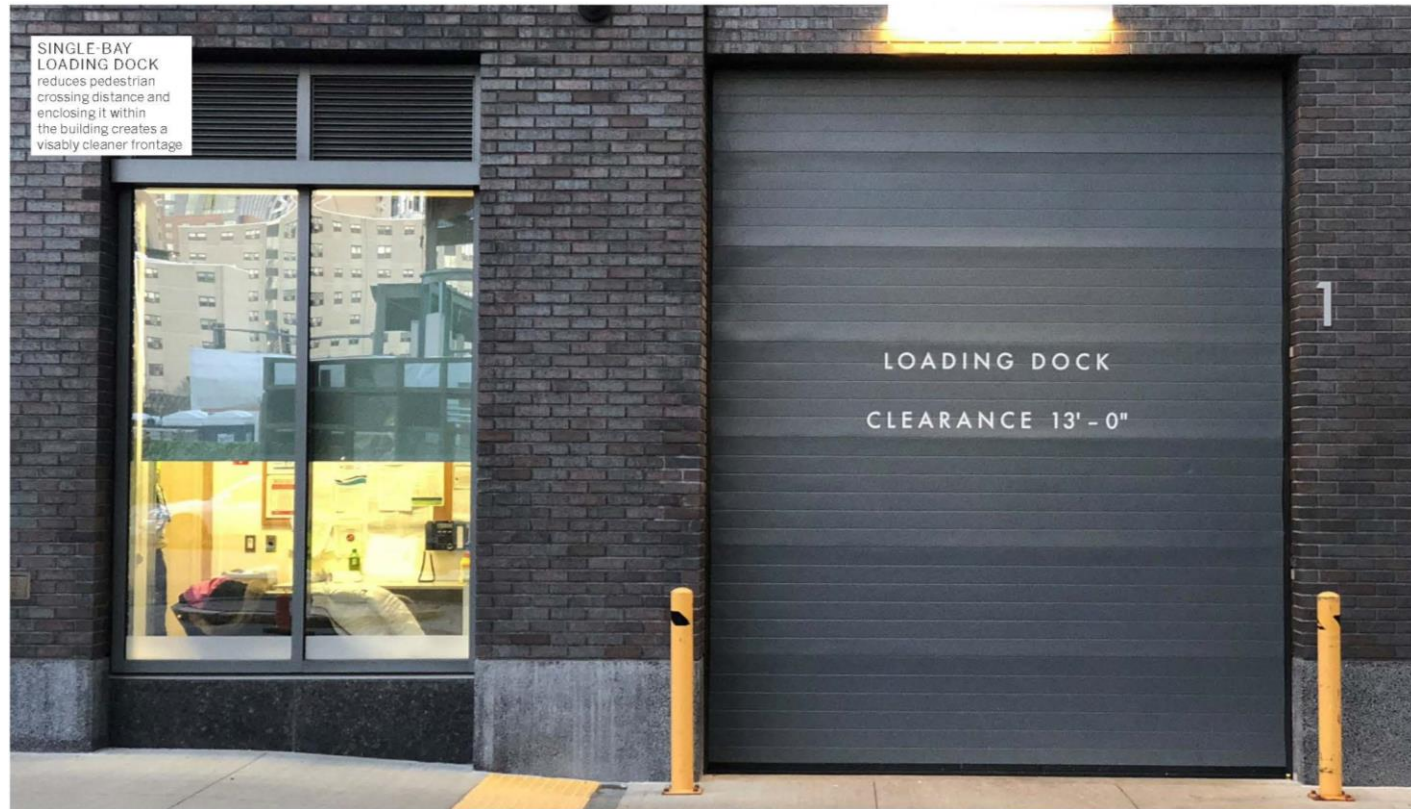
C-4 Thoughtful Integration of Utilitarian Uses

Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to minimize unsightly views and conflicts with pedestrians, utilizing architectural screening where needed.



NPY Design Excellence Criteria

C-4 Thoughtful Integration of Utilitarian Uses



NPY Design Excellence Criteria

C-5 Unique and Identifiable Building Signage

Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition. Signage utilizes high-quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design. Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.



NPY Design Excellence Criteria

C-5 Unique and Identifiable Building Signage



C-5 Unique and Identifiable Building Signage



COHESIVE &
DIVERSE SIGNAGE
to read as a district but
still showcase brand



NPY Design Excellence Criteria

C-6 Architectural Excellence

There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District. Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context. Building articulation generates depth, a layering of visual interest and expresses the building's program. Buildings read as holistic and comprehensible entities. Materials are used to employ expressive and innovative detailing and are consistent with the underlying building concept.



NPY Design Excellence Criteria

C-6

**Architectural
Excellence**



C-6 Architectural Excellence

FACADE RESPONSES
TO CLIMATE &
SURROUNDINGS



C-6 Architectural Excellence



C-6 Architectural Excellence



ENGAGE THE STREET
WITH ACTIVE EDGES

STEPPING BACK & LAYERING OF
MATERIALS CREATES VISUAL INTEREST
WHILE REDUCING APPARENT BULK

C-6 Architectural Excellence



C-6 Architectural Excellence



C-6 Architectural Excellence



C-6 Architectural Excellence

DIVERSE MIX OF USES &
MATERIAL CREATE STREET
LIFE & VISUAL INTEREST



ACTIVE GROUND FLOOR
PEDESTRIAN ORIENTED

PYDAC Review

If projects have met the *NPY Design Excellence Prerequisites*, PYDAC will reviewed submissions per the *NPY Design Excellence Criteria*.

If projects fail to meet *NPY Design Excellence Prerequisites*, PYDAC will review submissions per the *NPY Design Standards & Guidelines*.



Questions/Comments



Department of Planning & Zoning